



EPA Registration # 82972-1-88566

Optional Marketing Statements

Cleaning and General Claims:

- 100% biodegradable surfactant
- 7 in 1 Cleaner Technology
- A shining [pure] clean you can see/trust
- [Available in] Economical refill
- Bathrooms, sinks and faucets and floor areas
- Brightens
- Cleans
- Cleans bathroom soils
- Cleans blood stains
- Cleans everyday messes
- Cleans fingerprints
- Cleans food stains
- Cleans rust
- Cleans to a shine
- Cleans [up] grease and grime Cleans away allergens and odor
- Clear drying
- Compatible with equipment surfaces
- [Compatible with -or- Suitable] [for use on] equipment surfaces
- Compatible with -or- Suitable –or compatible with equipment surfaces for use on hospital surfaces
- Complies with VOC laws
- Cuts -and/or- removes grease -and/or grime -and/or- sweat
- Cuts cleaning time
- Designed -or- Ideal for daily [cleaning] [use]
- Easy [cleaning]
- Effective [cleaner -or- cleaning] [formula]
- Fecal matter
- For a cleaner, fresher household
- For direct application
- For easy cleaning
- For terminal cleaning
- Good for use with microfiber cloths
- Great for Kitchen[s] -and/or- bathroom[s] [too]
- Ideal for use in gyms -and/or- health clubs and/or- wellness centers
- Cleans beyond the surface
- For a deep clean
- Get a true clean (with) (this product)
- Ideal for use in schools -and/or- daycare-and/or universities -and/or- colleges -and/or- offices
- Ideal for use on high touch surfaces

- Just spray[,] [and] wipe [and you're done]
- Labor saving no-rinse formula
- Makes cleaning easier
- Multi surface cleaner
- No added [perfumes] [and] [or] [dyes] [and] [or] fragrance
- No fragrance added
- Fresh Scent
- Clean Scent
- No harsh chemical fumes -or- smell –or odor -and/or- build-up -and/or- residue
- No phosphates
- No rinsing
- No sticky or dulling residue on hard floors
- No sticky residue on carpets
- No VOCs
- Non-abrasive
- Non-corrosive
- Packaging made with [x%] recycled –or recyclable plastic
- Pleasant smell
- Proof is in the clean
- Removes dried on [blood] stains
- Smell of clean
- Will not harm most hard, nonporous surfaces
- Will not harm natural stones [Granite, Marble, Travertine]
- Fast & effective cleaning (for pet accidents)
- For a cleaner, fresher household
- Effectively (removes) (eliminates) tough (dirt) (stains) (spots) (and) (grime)
- Spot treatment for (pet stains and odors) (insert usage site)
- Cleans tough (pet spots) (spots) (and) (pet stains) (stains) (removes) (eliminates) (tough) (dirt) (and) (stains) (pet stains)
- X5 Concentrate
- X9 Concentrate
- Removes dirt, dust, and common allergens(**Cockroach, Dust mite and Pet dander)_ from (insert usage site)
- Cleans everyday (pet) messes • Fast and effective cleaning
- Okay (suitable) to use daily
- (Okay) (suitable) for daily use
- (Okay) (suitable) for weekly use
- (Okay) (suitable) for monthly use
- (Okay) (suitable) for regular use
- (Okay) for everyday use
- Great (cleaning) on your carpet (Money back) (Satisfaction) (Guarantee) (or your money back) (or its) (yours) (free)
- Guaranteed to remove stains & odors or your money back
- Satisfaction guaranteed or your money back
- No Fragrance added formula does not require rinsing
- Leaves no [harmful] [chemical] residue
- Safe for surfaces that water won't harm
- [Gentle] [mild] enough to use on all kitchen surfaces

- [Gentle] [mild] enough to use without gloves
- Great for [daycare] [lavatory] [restaurant] [office] [school] use!
- Does not cause damage to device glass, touch screen glass or surfaces, keyboards, computer terminals
- Use to keep (pet cages) (dog crates) (cat crates) (pet areas) healthy
- Worry free use in (kennels) (litter box) (pet areas)
- Worry Free Use On Toys
- Eliminates tough dog messes
- Eliminates dog odors caused by bacteria
- Eliminates tough cat messes
- Eliminates cat odors caused by bacteria
- Spot remover
- Safe for pets and home
- Guaranteed to work or your money back
- [Brand Name] the toughest pet stain & odor removing brand you trust... because it works!
- Low-Streak -or- Low-Residue -or- Low-Film -or- No-Film -or- Clear-Drying -or- Fast drying] [Formula] [for] [Shiny -or- Multiple Surfaces]
- A new technology that is [gentle] [mild] enough to use around your family...on the surfaces they touch the most
- Contains no [artificial] [fragrances] [or] [dyes]
- [Contains] no [harsh] [harmful] [lingering] [cleaning] chemicals
- [Controls] [prevents] [stops] the growth of odor causing bacteria in sponges
- Deodorizes sponges
- For a cleaner, fresher [bathroom] [kitchen] [home] [house]
- [Gentle] [mild] enough to use around [children] [kids] [babies] [your family] [food] [pets] [dogs] [cats]
- Great for cleaning [all around] [the] [house] [home] [kitchen]
- Great for cleaning just spray [and] [wipe] [walk away] [no rinsing -or- wiping [is] necessary]
- Spray on pet chew toys, no rinse required
- Stop the spread of germs on treated surfaces, spray on animal chew toys
- No worries about pet licking after cleaning
- Worry Free Use in Nursery
- Tough on dog urine, feces, vomit, drool and other stains and odors
- Tough on cat urine, feces, vomit, drool, hairballs and other organic stains and odors
- For use on carpets, floors, furniture, fabrics, litter boxes and more
- Spot remover
- Tough on litter box stains and odors [messes]

Deodorization Claims:

- HEAVY DUTY ODOR ELIMINATOR
- Fragrance free
- Contains no heavy metal, optical brighteners or dyes
- Deodorizes [-and/or- disinfects -or- helps deodorize]
- Deodorizer [for institutional use] Deodorizes food odors [like garlic and onion] [left behind on kitchen surfaces] [after cooking]
- Eliminates mold odors]
- Eliminates odors caused by bacteria [and non-fresh foods]
- Eliminates -or- reduces [kitchen] odors [in the trash can -or recycling bin odors -or- smells] [caused by bacteria]
- Eliminates pet odors caused by bacteria

- Eliminates tough odors
- Kills odor-causing bacteria in the kitchen -or bathroom
- Kills odor-causing bacteria
- Kills -or- eliminates bacteria that cause [bad] odors
- Odor eliminator
- Removes -or- eliminates odors Strong cat odors Strong pet odors
- [This effective product] eliminates odors at their source. [Does not just mask odors.]
- Deodorizes areas that are hard to keep fresh smelling
- Use to control odors animal kennels
- Use to control odors barn stalls.
- Eliminates urine and other strong pet odors{cat} {dog}
- Eliminates pet odors
- Pet waste odors
- Cat Urine
- Fecal Odors
- Eliminates strong ammonia odors
- Eliminates strong sulfur odors
- Heavy duty odor eliminator removes strong, deep set pet odors

Deodorizations by air claims:

- Air odor (eliminator) (deodorizer) (fighter)
- Controls odors in the air
- Controls (the toughest) (tough) (kitchen) (and) (bathroom) (pet) odors (in the air)
- Deodorizes (the air) with a (new) (fresh) (pleasant) (clean) fragrance
- Eliminates (pet) (food) (bad) odors (in the air)
- Fights odors in the air
- Gets rid of odors in the air
- It's ok to spray (to deodorize) (eliminate odors) (make your home smell fresh and clean)
- Leaves your home smelling clean and fresh
- Leaves your home (air) smelling clean (and fresh)
- Leaves a fresh clean scent
- Long lasting freshness (Now) Freshens (deodorizes) (the air) (Now) Freshens (deodorizes) (the air) and kills (odor) bacteria on surfaces • Odor (fighter) (eliminator) (elimination) (for the air)
- Perfect for eliminating your toughest odors (in the air)

Allergen Claims:

- Reduces dust mite matter -or- particles, cockroach matter -or particles, and pet dander allergens
- Reduces Allergens[!]
- Removes Allergens
- Removes allergen from your home
- Cockroach matter -or- particles
- Dust mite matter -or- particles
- Pet dander -or- dog and cat dander
- Reduces allergy-causing particles, such as pet dander, and dustmite matter

Mildewstat Claims:

MOLD & MILDEW REMOVER INHIBITS MOLD & MILDEW ON HARD SURFACES & FABRIC

- [Inhibits] [Controls] mold -and/or- mildew

- Mold -or- mildew controller
- [This product] controls mold growth on hard and soft surfaces.
- This product inhibits growth of mold and mildew on surfaces
- Kills Mold and Mildew on Hard surfaces
- Inhibits [mold] [musty] odor [caused by mold and mildew]
- All in one cleaner, disinfectant, [and -or- &] mold growth inhibitor -or- blocker
- Keeps mold [& mildew] from growing for 1 week -or- 7 days -or- for up to -or- as long as 1 week -or- 7 days
- Keeps mold [& mildew] from growing for up to -or- as long as 4 weeks -or- 3 weeks -or- 2 weeks -or- 1 week -or- 7 days
- Keeps mold from [reappearing] [re-growing]

Fungicide Claims:

- Attacks mildew at its roots
- Gets into and eliminates mildew even in hard to clean places
- Kills mold and mildew at its roots
- Kills mold and mildew in hard to clean areas [places] [such as caulking, corners, crevices, cracks]
- Penetrates kill and destroy tough mold, mildew and bacteria at its source
- Penetrates to kill mildew in hard to clean places
- All in one cleaner, disinfectant, mold remover, killer
- Kills 99.9% of mold & mildew and keeps -or- inhibits it -or- growth from coming back [for 1 week-or- 7days] -or- [up to-or- as long as 1 week-or- 7 days].
- Kills 99.9% of mold & mildew and keeps-or-inhibits it-or- growth from coming back for up to -or- as long as 4 weeks-or- 3 weeks-or- 2 weeks-or-1 week-or-7 days.

Sanitization Claims:

- Food Contact Surfaces 99.999% Sanitization of food contact surfaces
- Kills Harmful Bacteria
- Kills 99.999% of Bacteria on hard nonporous surfaces
- Leaves surfaces sanitized
- One-step sanitizer
- One-step cleaner sanitizer
- Sanitize in one step
- Sanitizes by killing [99.9% of] the bacteria [on hard, non-porous surfaces]
- Sanitizes by killing Staphylococcus aureus on hard, nonporous surfaces in 30 seconds
- Sanitizes hard, nonporous surfaces in 30 seconds
- Sanitizes fabrics, and hard surfaces
- Sanitizes hard and soft surfaces
- The easy way to sanitize food service operations [dining areas, countertops, checkouts]
- [Kills] [eliminates] [destroys] [removes] 99.9% of bacteria, including E. coli and Salmonella, without leaving a harmful chemical residue
- While it's tough on bacteria, the solution is gentle to both hands and surfaces
- 30 seconds is all it takes to kill [99.999% of] bacteria
- An effective non-food contact surface sanitizer
- Great for use as a non-food contact sanitizer in [insert use sites]]
- [Kills] [Destroys] [Eliminates] [99.999% of] bacteria on hard,nonporous surfaces in 30 seconds
- Kills Harmful Bacteria
- Kills 99.999% of Bacteria on hard nonporous surfaces
- Kills 99.9% of Bacteria on carpet

- Leaves surfaces sanitized
- No pre-cleaning required
- One-step sanitizer
- One-step cleaner sanitizer
- Sanitize in one step
- Sanitizes by killing [99.9% of] the bacteria [on hard, non-porous surfaces]
- Sanitizes by killing Staphylococcus aureus on hard, nonporous surfaces in 30 seconds
- Sanitizes hard, nonporous surfaces in 30 seconds
- Sanitizes fabrics, and hard surfaces
- Sanitizes hard and soft surfaces
- Sanitize soft surfaces [including –or –on] and/or upholstery – and/or bedding – and/or curtains and/or sofas
- Use on [couches] [chairs] [blinds] [curtains] [and other soft surfaces]
- Sanitizer and odor neutralizer for soft – and/or hard surfaces
- [Kills] [eliminates] [destroys] [removes] 99.9% of bacteria, including E. coli and Salmonella, without leaving a harmful chemical residue
- While it's tough on bacteria, the solution is gentle to both hands and surfaces

Disinfectant Claims: • Antibacterial [spray] [action] [formula]

- An effective disinfectant for use in the kitchen, bathroom, bedroom, and other areas
- Antibacterial [Formula] [disinfects]
- Antibacterial -or- germicidal [on hard, nonporous surfaces] [for kitchens and bathrooms]
- Antibacterial -or- germicidal [formula]
- Bactericidal
- [Bathroom][,] [and] [restroom][,] [and] [kitchen] disinfectant
- Broad spectrum -or- hospital disinfectant
- Disinfectant
- Disinfectant [for institutional use]
- Disinfects & [and] Deodorizes
- Disinfects by killing microorganisms on hard, nonporous surface such as stainless steel, chrome, plastic, glazed ceramic, and mirrors. Disinfects as it Cleans
- Disinfects in one step
- Disinfecting spray
- Disinfect[s]
- Disinfects [to kill the germs]
- Disinfects [washable] kitchen surfaces including killing [99.9% of] germs -or- Disinfects [washable] kitchen surfaces including killing [99.9% of] bacteria -and/or- viruses -and/or- fungi -or- Disinfects [washable] kitchen surfaces including killing [99.9% of] bacterial[,] [and] viruses[,] [and] fungi
- Easily disinfect -or- Ready-to-use spray [to easily disinfect]
- For [hospital] [commercial] [industrial] [&] [institutional] use
- For Healthcare Facility use
- For Hospital use
- Germicidal
- Hard[, non porous] surface disinfectant
- Hospital disinfectant > Kills [99.9% of] germs
- Kills [99.9% of] bacteria and viruses (on hard surfaces)
- Kills [99.9% of] [kitchen] [and] [bathroom] bacteria > Kills [99.9% of] insert organism from list -or Kills of the following organisms insert organism from list < Kills bacteria -or- germs -or- viruses on washable kitchen -and/or bathroom surfaces and fixtures

- [Tough on germs,] easy -or- safe on [hard] [common] surfaces -or- [insert use site -or- use surface from this label]
- Disinfect. Carry On.
- [One step disinfecting -and/or- deodorizing] (does not apply to Canine Parvovirus) [Disinfects - and/or- deodorizes] Anytime -or- Daily -or- Every day -or- In one easy step -or- Everywhere indicated on the label -or- Anywhere indicated on the label
- Just one step kills [99.9% of] bacteria
- Kills 19 -or- insert number smaller than 19 microorganisms
- Kills and cleans
- Kills -and/or- [removes] [99.9% of] bacteria - and/or- germs -and/or- viruses** from toys
- Kills bacteria and viruses
- Kills -and/or- [eliminates] [disinfects] [destroys] [removes] [attacks] [gets rid of] [99.9% of] bacteria -and/or-germs -and/or- viruses** on [use sites]Kills Harmful Bacteria
- One step cleaning and disinfecting
- [One-step] Disinfectant cleaner
- Oxidizing agent to provide disinfection
- Ready to use disinfectant cleaner
- Simply clean and disinfect in one step when the disinfection directions for use are followed
- Touch up cleaning/disinfection
- Tough on germs, easy on surfaces
- Tough on germs, easy to use around patient[s] [areas]
- Tough on germs, easy enough for everyday use
- Two in one, no sacrifice on cleaning and disinfecting
- Two in one, cleaning and disinfecting
- Use in places you are concerned about bacteria - and/or- viruses-and/or- germs
- Use -or- cleans and disinfects on healthcare surfaces
- Versatile cleaner disinfectant
- Virucide -or-Virucidal
- Kill[s] -and/or- eliminate[s] -and/or- disinfect[s] - and/or- destroy[s] - -and/or- attack[s] -and/or- get[s] rid of [99.9% of] [the] bacteria -and/or- [other] germs -and/or- virus[es] -and/or- insert virus -and/or- bacteria from label [commonly found in -or- on[insert use site -or- use surface from this label]]
- Kill[s] -and/or- eliminate[s] -and/or- disinfect[s] - and/or- destroy[s] -and/or- attack[s] -and/or- get[s] rid of [99.9% of] cold viruses -and/or- [the] flu virus[es] -and/or- cold and flu virus[es] [commonly found in -or- on [insert use site -or- use surface from this label]]
- Kill[s] -and/or- eliminate[s] -and/or- disinfect[s] - and/or- destroy[s] -and/or- attack[s] -and/or- get[s] rid of [99.9% of] Norovirus -and/or- Influenza [which causes the flu] -and/or- E. coli -and/or- Salmonella -and/or- Staphylococcus aureus] - and/or- Klebsiella pneumoniae -and/or-Respiratory Syncytial virus [(RSV)] [commonly found in -or- on [insert use site -or- use surface from this label]]
- Eliminate Poop (fecal matter) Germs: E. coli & Salmonella
- Cleans up the pet mess and kills the germs on hard (nonporous) and soft surfaces
- Cleans while it kills germs when the disinfection directions for use are followed

**Please note, these claims are extracted directly from SmartTouch's Master EPA Label*